

Abstract

Effective utilization of vegetable called *Ipomoea aquatica* that although exhibiting high nutritional value and excellent antioxidant capability and ensuring huge supply capacity, is poor in distribution preservability and is notable in discoloration and quality degeneration attributed to processing, thereby disabling merchandization of relevant processed food. There is provided a method of cultivating *Ipomoea aquatica*, characterized in that *Ipomoea aquatica* having been broadly classified as per flower color and leaf width is minutely classified as per whole leaf shape, leaf configuration appearing within a radius of equal to or less than 5.0 cm from leaf base and configurational difference among leaves from the same stem, and that an appropriate one is selected from among the resultant classes and cultivated. By virtue of this method, the distribution enduring period in fresh condition can be prolonged, and the discoloration by heating can be suppressed. *Ipomoea aquatica* can be resistant to discoloration by heating or freezing.